



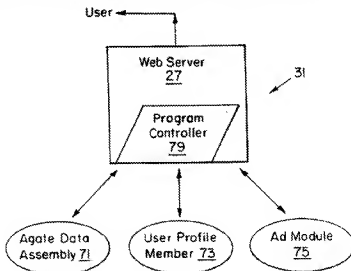
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(54) Title: COMPUTER NETWORK AND METHOD FOR DETERMINING USER BEHAVIOUR



(57) Abstract

Computer network method and apparatus provides targeting of appropriate audience based on psychographic or behavioral profiles of end users. The psychographic profile is formed by recording computer activity and viewing habits of the end user. Content of categories of interest and display format in each category are revealed by the psychographic profile, based on user viewing of agate information. Using the profile (with or without additional user demographics), advertisements are displayed to appropriately selected users. Based on regression analysis of recorded responses of a first set of users viewing the advertisements, the target user profile is refined. Viewing by and regression analysis of recorded responses of subsequent sets of users continually auto-targets and customizes ads for the optimal end user audience.

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INTERNATIONAL SEARCH REPORT

International Application No.
PCT/US 97/06767

A. CLASSIFICATION OF SUBJECT MATTER
IPC 6 H04L29/06 G06F17/30

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
IPC 6 H04L G06F

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practical, search terms used)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 5 446 891 A (KAPLAN CRAIG A ET AL) 29 August 1995 see column 1, line 12 - line 16 see column 2, line 20 - line 44 see column 5, line 7 - line 20 see column 13, line 5 - column 14, line 48	1,2,9, 10,13, 14,18, 19,25,26
Y		3-6,11, 15,27
A		7,8,12, 16,17, 20-24,28
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Date of the actual completion of the international search	Date of making of the international search report
28 October 1997	06.11.97
Name and mailing address of the ISA European Patent Office, P.B. 5818 Patenlaan 2 NL - 2280 HV Rijswijk Tel (+31-70) 340-2040, Tx. 31 651 epo nl, Fax: (+31-70) 340-3016	Authorized officer Vaskimo, K

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Internat'l Application No

PCT/US 97/06767

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Intern. Application No.
PCT/US 97/06767

C. (Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	<p>WO 95 23371 A (KIRK THOMAS ;LEVY ALON YITZCHAK (US); SRIVASTAVA DIVESH (US)) 31 August 1995 see page 1, line 3 - line 19 -----</p>	<p>1-3,6,9, 10,13, 14,19-21</p>

INTERNATIONAL SEARCH REPORT

Information on patent family members

Insert: International Application No

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